



# **REQUEST FOR QUALIFICATIONS (RFQ) #09-004**

## **MARKETING SERVICES**

Issue Date: Tuesday, July 21, 2009

Administered By:



Equal Opportunity Employer/Program  
Auxiliary Aids and Services Available Upon Request to Individuals with Disabilities  
TTY: 562.570.4629

## TIMELINE

DATE	ACTION
Tuesday, July 21, 2009	RFQ Released
Monday, July 27, 2009	Deadline for Submission of Questions by 4:00 p.m.
Friday, July 31, 2009	Proposals Due by 4:00 p.m.
August 3 – 7, 2009	Review of Submissions
Monday, August 10, 2009	Vendor Selection Announcements
Monday, August 17, 2009	Services Begin

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## **PURPOSE**

This procurement is intended for qualified marketing consultants who are interested in providing **Marketing Services** that support the Network's businesses and job seeker activities at its one-stop workforce development centers located throughout the region; the Network as a separate entity; and the Workforce Investment Board.

More than one consultant could be selected to provide services.

Agreements will initially be entered into for a one-year period, August 17, 2009 – July 30, 2010. Upon demonstration of successful service provision, the Network will consider options for annual renewal in 2010-2011 and 2011-2012.

## **BACKGROUND**

Administered by the City of Long Beach, the Pacific Gateway Workforce Investment Network (Network) coordinates and oversees services supporting the workforce needs of the residents and businesses of Long Beach, Signal Hill, Torrance, Lomita, Harbor City, Harbor Gateway, San Pedro, and Wilmington.

The Network's Workforce Investment Board (WIB) serves, alongside the local chief elected officials of Lomita, Long Beach, Signal Hill and Torrance, as the policy and oversight entity for Workforce Investment Act (WIA), American Recovery and Reinvestment Act (ARRA) and other County/State/Federal funds that serve these communities. The WIB provides strategic oversight for WIA-funded youth, adult, and business workforce programs. The Network administers programs at the following locations:

- Career Transition Center, 3447 Atlantic Avenue, Long Beach, 90807
- Center for Working Families, 1900 Atlantic Avenue, Long Beach, 90806
- Harbor WorkSource Center, 1851 N. Gaffey Street, Suite F, San Pedro, 90731<sup>1</sup>
- Torrance Career Center, 1220 Engracia Avenue, Torrance, 90501<sup>2</sup>
- Youth Opportunity Center, 3447 Atlantic Avenue, Long Beach, 90807
- Multiple non-profit and education institutions throughout the region

## **Customer Services Provided at One-Stop Career Centers**

At the One-Stop Career Centers above, Network staff provides one-on-one career counseling, employment assistance, educational and career assessments, goal setting, resources for referrals, labor market information, and a variety of skill development workshops. Current skill development investments focus on computer skills, basic academics, work readiness and preparation, short-term prevocational training, on-the-job training, and targeted industry training. The Network also connects jobseekers to employment assistance, career counseling, assistance with planning and job searching resources, and access to hiring events and recruitments.

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<sup>1</sup> The Harbor WorkSource Center is funded by the City of Los Angeles and its WIB.

<sup>2</sup> Planned, formal opening in Summer 2009

## **BACKGROUND**

### **Integrated Services at One-Stop Centers**

At the Career Transition Center, Torrance Career Center, and Center for Working Families, a service delivery integration model has been implemented that is skill-based and that moves each client through a common set of value added services designed to increase their employability and their ability of retaining and advancing in jobs. This skill-based shift focuses particular attention to business demand for a prepared and skilled workforce with less emphasis on program requirements. Within the Centers, there is less emphasis on self-help and general resource room activities, and more on assessment, career coaching, and specific skill development. Our commitment to customers is that the Network will help them to: 1) know their skills, 2) develop and/or improve their skills, and 3) get the best job possible with those skills.

### **Youth Opportunity Center Services**

Through a network of community-based organizations and educational entities, the Youth Opportunity Center conducts and coordinates various services for youth ages 14 – 24. These services include the provision of information on education and employment pathways connected to key industries; entrée to volunteer positions and community resources; access to the Center's labor marketing information, career exploration and other related equipment; academic and career advisement; and youth-focused Career Academies operated by local non-profits and education institutions that align with high-growth/high-wage career opportunities.

The Center's Hire-A-Youth Program provides specific employment preparation and placement support to youth around work experience and internship strategies; job shadow opportunities; hiring events, including the annual Summer Opportunities job fair; employment preparation and work readiness workshops; and job coaching.

Currently, the Center provides foundational work readiness components to support programs both in-house and through partnering agencies. For example, through the Hire-A-Youth Program, a locally issued work readiness certificate is currently awarded to youth who successfully complete a series of three employment preparation workshops.

### **Business Services**

The Network works with area Chambers of Commerce, the Small Business Development Center, city agencies, and other planning and 'business services' agencies to facilitate collaborative business expansion and retention practices.

## **SERVICE SPECIFICATIONS**

The Network's Communications Division is seeking proposals from marketing consultants to assist in the design and implementation of marketing strategies and materials that will promote job seeker and business program services.

Services could include, but are not limited to: print and electronic advertising, direct mail, social networking, internal and external marketing collateral, annual report, quarterly electronic labor market newsletters, photography, theme development, web design, graphic design, copy writing, editing, pre-press production, and print coordination.

Responsiveness and flexibility are critical factors as, in some cases, the selected vendor will manage projects produced by a third party, and/or have full responsibility for a major campaign or a single, on-demand project. Vendors will work in tandem with the Communications Division staff.

## **SUBMISSION REQUIREMENTS AND INSTRUCTIONS**

Complete the following four items and all attachments to provide a response to the Pacific Gateway Workforce Investment Network's marketing services request for qualifications. The response to Item #1 is limited to four single-sided, single-spaced pages. There is no limit to the attachments section.

### **1. Vendor Experience and Background**

Describe the relevant experience and background the applicant could bring to the Network marketing services. Describe information on why the applicant is qualified to provide marketing services, including written descriptions that support the applicant's ability to do major campaigns; on-demand, quick turn around projects; project management with multiple vendors, flexibility and on-time delivery.

Describe any specific experience the applicant has in delivering marketing services to a Workforce Investment Network or similar economic development strategies.

Clearly describe applicant's, and all subcontractors' availability to provide the requested services.

### **2. Samples of Work**

Include samples such as, but not limited to, the following:

- electronic newsletter (hard copy)
- print publications that demonstrates copy writing, editing, photography and design;
- social networking projects
- web projects (hard copy)
- direct mail
- electronic and print advertising
- campaign theme development

**SUBMISSION REQUIREMENTS AND INSTRUCTIONS** – Cont'd

**3. Letters of Reference**

Include two letters of reference from other clients for services provided within the two years. Reference letters must be on referring client's letterhead and must provide details of the services that were provided and outcomes obtained. Letters should also include client's contact information so that the Network's contract review team may contact the clients during the proposal evaluation period. (The letters may be photocopied).

**4. Fee Schedule**

Complete **Attachment B-Fee Schedule Template** with hourly rates of specific services.

**Instructions**

Completed proposals must be typewritten in Arial size 12 font on 8 ½" x 11" white paper (one-sided pages) bound by one staple or binder clip on the top, left-hand corner. Proposals may not be submitted in binders or covers.

Narrative response to Item #1 is limited to a total of four pages, however, there is no limit to the submitted samples or attachments section. Required forms do not count towards any page limitation.

Any documentation provided as evidence with the proposal, including submitted samples, becomes part of the proposal document submitted to the Network and will not be returned to the vendor.

**Three copies of each proposal**, of which one must bear original signatures using blue ink, must be submitted to:

Review Team – RFQ 09-004  
Pacific Gateway Workforce Investment Network  
3447 Atlantic Avenue  
Long Beach, CA 90807

**All proposals must be received no later than Friday, July 31, 4:00 p.m., 2009.** Proposals will be accepted by hand-delivery, US Postal Service mail, or mail courier services only. **Proposals will not be accepted via email or fax. Proposals received after the deadline will be deemed non-responsive and will not be reviewed.**

## **SUBMISSION REQUIREMENTS AND INSTRUCTIONS** – Cont'd

**Questions regarding the requirements or content of this RFQ will be accepted in written format only. All questions should be either emailed to [workforce.dev@longbeach.gov](mailto:workforce.dev@longbeach.gov) or faxed to (562) 570-3704.** The deadline to submit questions is 4:00 p.m. on Monday, July 27, 2009. There will be no individual response: All questions and responses will be posted on the Network's website, [www.pacificgatewayworkforce.com](http://www.pacificgatewayworkforce.com).

Submissions must address all sections identified in the Submission Requirements section of this RFQ. Responses that omit responses to required sections will be considered non-responsive.

To assist raters in effective evaluation, please number and restate questions in the same order as they appear in this RFQ document. Incomplete proposals will not be reviewed.

A complete proposal must include the following information/completed forms in the following specified order:

- a. RFQ Cover Sheet (Attachment A)
- b. Vendor Experience and Background
- c. Fee Schedule Template (Attachment B)
- d. Letters of Reference
- e. Board of Directors List (if applicable)
- f. Debarment Certification (Attachment C)
- g. Drug-free Workplace Certification (Attachment D)
- h. Lobbying Certification (Attachment E)
- i. Samples of Work

## **EVALUATION PROCESS / CRITERIA**

Complete submissions received by 4:00 p.m., Friday, July 31, 2009, will be reviewed based on criteria further explained below.<sup>3</sup> Staff may conduct interviews with vendor staff to determine the vendor's capabilities in providing proposed services.

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<sup>3</sup> The City of Long Beach and the Pacific Gateway Workforce Investment Network reserve the right to reject any or all proposals.



## **EVALUATION PROCESS / CRITERIA** – Cont'd

The following criteria have been developed to score workshop proposals received under this solicitation:

▪ Vendor experience with similar workforce or economic development projects background	25 Points
▪ Quality of sample materials	25 Points
▪ Proposed cost for services	25 Points
▪ Letters of reference (2)	10 Points
▪ Simplicity, accuracy and clarity of Proposal	10 Points
▪ Proposal submitted according to stated guidelines	<u>05 Points</u>
<b>Total Points Possible</b>	<b>100 Points</b>

## **GENERAL INFORMATION**

Vendors awarded agreements under this RFQ must be ready to implement agreed upon services beginning August 17, 2009.

1. The information submitted in response to this solicitation is not legally binding. However, any financial agreements based on the proposals and subsequent negotiations become legally binding after both parties have signed them. All resulting agreements, financial and non-financial, will provide mutual termination clauses between the two agencies.
2. The City of Long Beach, administering entity for the Pacific Gateway Workforce Investment Network, has the right to reject any proposal that does not conform to program goals and objectives, and may request redesign after submission. Incomplete submissions will not be reviewed. The submission must contain accurate and complete information as requested by the RFQ. The City reserves the right to disqualify any submission that contains inaccurate information.
3. All submissions become the property of the City and Workforce Investment Board. All costs associated with the development of submissions in response to this solicitation must be borne by the applicant. The submission shall not include any such expenses as part of any fee quotations, if fees apply. If no more than one submission is received in response to this solicitation, the City reserves the right to classify this procurement a failed competition and either reissue the RFQ or enter into a sole source agreement with the sole respondent. The City reserves the right to select more than one party to provide these services.

**GENERAL INFORMATION** – Cont'd

4. If no more than one submission is received in response to this solicitation, the City reserves the right to classify this procurement a failed competition and either reissue the RFQ or enter into a sole source agreement with the sole respondent. The City reserves the right to select more than one party to provide these services.
5. The term of the initial agreement will be for 12 months. The agreement will begin on July 1, 2009 with an option to extend the term up to two years depending on funding and performance. An extension may be approved based on the following factors: availability of funds, successful performance per contract terms, and the expressed needs of the customer and Network.
6. Should new WIA legislation or Recovery Act changes/clarifications related to the Workforce Investment Network's funding of program delivery occur during the RFQ funding cycle, the City reserves the right to publish a new procurement in order to adhere to modifications and related compliance and regulatory issues.
7. Payments for the service described in this RFQ will be paid on an agreed upon Fee Service Schedule. Payment is contingent upon the satisfactory achievement of the standards and goals of the agreement as determined by the City in accordance with negotiated completions and standards.
8. The Workforce Investment Network will review responses as initially submitted. No changes, additions, or resubmissions will be accepted after the initial deadline for submission.
9. Any costs proposed within the submission must be valid from the date of the proposal through June 30, 2010, at minimum, and must include any/all costs expected to be paid by the Network.
10. No late submissions, whether mailed or hand-delivered, will be accepted.
11. Respondents may be asked to provide additional information as needed.
12. The submissions selected become part of the financial and/or non-financial agreements between the City and organization, and as such become public record. If the submission contains any confidential information, such information must be removed from the body of the response and placed in an Appendix. Agreements will reference the Appendix, but will not be available for public viewing. The entire submission cannot be held confidential; designations must be very specific.

**GENERAL INFORMATION** – Cont'd

13. The City will retain all materials. It reserves the right to reject any or all submissions and to partner and/or enter into agreements in its best interest. The City reserves the right to solicit further submissions based on level of response or changes in available funding or program design.
14. This announcement and its attachments are an RFQ and are invitations for prospective firms to respond. Although this solicitation is in RFQ format and will follow RFQ conventions, the City expressly intends that the procurement of one-stop career center marketing services providers is a professional service and is not bound solely by the lowest price, where costs apply.
15. Contract awards will be based upon several factors, including but not limited to cost, qualifications to provide such services, and content supporting proposed services.
16. Organizations proposing must be Affirmative Action/Equal Employment Opportunity Employers. Contractors will be required to meet EEO requirements as applicable.
17. Section 188 of the Workforce Investment Act, 20 CFR Sections 667.600 and 667.640 et seq., of the final regulations, and Network policy set forth the guidelines for grievance procedures in connection with WIA programs operated by the City. These sections govern appeals of RFQ funding recommendations. In accordance with such regulations, the only circumstances under which an appeal of the City funding recommendations will be considered are if the bidders allege that the City has violated a provision of the Workforce Investment Act (Public Law 105-220) or its regulations; and/or the City has violated a provision of the RFQ's stated process.

There can be no appeal of the funding decisions, unless based on either of the above circumstances. Appeals must be in writing and cite the section of the law and/or the RFQ that has been violated. Appeals must be received within three (3) business days following issuance of a notice of funding recommendations. A hearing date will be set within five business (5) days of an appeal. Appeal must be submitted by fax or mail to:

Appeals Team – RFQ 09-004  
Pacific Gateway Workforce Investment Network  
3447 Atlantic Avenue  
Long Beach, CA 90807  
Fax: (562) 570-3704

Copies of the above-referenced laws, regulations, and City policy may be obtained upon request.

**GENERAL INFORMATION** – Cont'd

18. For resulting agreements that are financial in nature and in order to contract for funds with the City, an organization must:
- a. Not currently be listed on any federal, State of California, or local Debarment List;
  - b. Be legally capable of entering into a contract and be in good standing with the Internal Revenue Service;
  - c. Provide valid documentation of a Long Beach business license. All approved vendors must have a business license with the City of Long Beach. Proof of business license possession will be requested during contract negotiations and is not required at time of proposal submission. Any business located in Long Beach or providing a service in Long Beach must obtain a business license. Businesses operating without a license may be subject to fines. Information about business licensing can be obtained by calling (562) 570-6211 or by accessing [http://www.longbeach.gov/finance/business\\_license/general\\_information.asp](http://www.longbeach.gov/finance/business_license/general_information.asp) online;
  - d. Provide documentation of current fiscal and compliance audits, as required by law;
  - e. Provide copy of Articles of Incorporation and evidence of current corporate status, as filed with the Secretary of State;
  - f. Be an Affirmative Action/Equal Opportunity Employer. If selected for funding, agencies will be required to meet EEO requirements;
  - g. Be in compliance with all applicable provisions of the Americans with Disabilities Act of 1990 (ADA);
  - h. Ensure that reports and/or documents contain correct information;
  - i. Adhere to and sign forms regarding Lobbying, providing a Drug Free environment, and a Debarment assurance form.
  - j. Ensure that:
    1. Funds are not used to assist, promote, or deter union organizing;
    2. Funds are not used in the construction, operation, or maintenance of any part of a facility to be used for sectarian instruction or religious worship
  - k. File required insurance documentation with the City's Risk Manager. The City must review all documentation requirements that subcontractors must carry:
    1. Comprehensive General Liability in the amount no less than \$1,000,000; Combined Single Limit for each occurrence or \$2,000,000 General Aggregate for bodily injury, personal injury and property damage
    2. Workers' Compensation as required by State law
    3. Blanket Honesty Bond for at least 25% of the amount of the grant
    4. Automobile Liability in an amount not less than \$500,000 Combined Single Limit per accident for bodily injury and property damage covering owned, non-owned, and hired vehicles

**GENERAL INFORMATION** – Cont'd

5. The City and its Officers, Employees, and Agents are to be covered as additional insured
  6. Notice of Cancellation must ensure that each insurance policy shall be endorsed to state that the coverage shall not be suspended, voided, or canceled except after thirty (30) days prior written notice has been given to the City
19. Organizations eligible to submit responses include governmental units, public agencies, business organizations, public or private not-for-profit corporations, faith-based organizations, community-based organizations, local educational agencies, or private-for-profit corporations organized in accordance with state and federal laws.
20. As additional funding and funding streams become available, the Network reserves the right to continue to fund existing contractors, competitively procure other providers, or fund additional activities that are in the best interest of the Network and WIB.
21. Agencies that have held a contract with the PGWIN that have been de-obligated as a result of performance within the twelve months are not eligible to apply for vendor opportunities under this solicitation.

**RFQ ATTACHMENTS**

- A. RFQ Cover Sheet
- B. Fee Schedule Template
- C. Debarment Certifications
- D. Drug Free Workplace Certifications
- E. Lobbying Certification
- F. Pacific Gateway Workforce Investment Network Coverage Area Map

**ATTACHMENT A – RFQ COVER SHEET**

Legal Name of Organization: \_\_\_\_\_

Contact Person and Title: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_ Federal Tax ID #: \_\_\_\_\_

Website Address: \_\_\_\_\_

Legal Status of Organization (Please Check One):

- |   |  |
|---|--|
| <input type="checkbox"/> Public Agency/Government<br><input type="checkbox"/> Private-for-Profit Corporation<br><input type="checkbox"/> Non-Profit Corporation | <input type="checkbox"/> Faith-Based Organization<br><input type="checkbox"/> Educational Institution<br><input type="checkbox"/> Other: _____ |
|---|--|

Number of years organization has been in operation: \_\_\_\_\_

If a corporation, indicate State and year organization was incorporated: \_\_\_\_\_

Does the organization have a board of directors or business advisory group?

☐ Yes ☐ No

If yes, how often do they meet and what is their role? Please provide a list of the names of the members, their address, and their phone numbers in the attachments section of the proposal.

**Acknowledgment:**

In compliance with the Request for Qualifications, and subject to the conditions thereof, the undersigned offers to furnish the proposed services and certifies that he/she has read, understands, and agrees to all terms, conditions, and requirements of this proposal and is authorized to contract on behalf of the organization named above.

_____ Print Name of Authorized Representative/Tile	_____ Date
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_____ Signature of Authorized Representative	_____ Date
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### ATTACHMENT B – FEE SCHEDULE TEMPLATE

Service	If service is provided through sub-contractor, please list names.	Cost per hour, including all requirements for responsiveness
Electronic and print creative design services		
Photography including creative direction, set-up, photo shoot and post production		
Copy Writing		
Copy Editing		
Web design		
Social networking tools, creation and management		
Direct Mail Services, not including postage		
Electronic and print advertising, placement and management		
Strategic marketing campaign development		
Print coordination including press check		
Overall Project Management		
Video Production		
Video Editing		



**ATTACHMENT C - DEBARMENT CERTIFICATIONS**

**Debarment, Suspension, Ineligibility, and Voluntary Exclusion Lower Tier Covered Transactions Certification**

This certification is required by regulations implementing Executive Order 12549, Debarment and Suspension, 34 CFR Part 85, Section 85.210, Participants' responsibilities.

1. The prospective recipient of Federal assistance funds certifies, by submission of proposal, that neither it nor its principals are presently debarred, suspended, proposed for debarment, declared ineligible, or voluntarily excluded from participation in this transaction by any Federal department or agency.
2. Where the prospective recipient of Federal assistance funds is unable to certify to any of the statements in this certification, such prospective participant shall attach an explanation to this proposal.

\_\_\_\_\_  
Signature of Authorized Representative

\_\_\_\_\_  
Title of Authorized Representative

\_\_\_\_\_  
Agency

\_\_\_\_\_  
Date

**ATTACHMENT D - DRUG FREE WORKPLACE CERTIFICATION**

***The Long Beach City Attorney has mandated that all potential sub-contractors complete the following Drug-Free Workplace Certification form.***

LEGAL NAME OF AGENCY: \_\_\_\_\_

The agency named above hereby certifies compliance with Government Code Section 8355 in matters relating to providing a drug-free workplace. The above named agency will:

- A. Publish a statement notifying employees that unlawful manufacture, distribution, dispensation, possession, or use of a controlled substance is prohibited and specifying actions to be taken against employees for violations, as required by Government Code Section 8355(a).
- B. Establish a Drug-Free Awareness Program as required by Government Code Section 8355(b), to inform employees about all of the following:
  - 1. The dangers of drug abuse in the workplace,
  - 2. The person's or agency's policy of maintaining a drug-free workplace,
  - 3. Any available counseling, rehabilitation, and employee assistance programs, and
  - 4. Penalties that may be imposed upon employees for drug abuse violations.
- C. Provide as required by Government Code Section 8355( c ), that every employee who works for the proposed contract or grant:
  - 1. Will receive a copy of the agency's drug-free policy statement, and
  - 2. Will agree to abide by the terms of the company's statement as a condition of employment on the contract or grant.

**CERTIFICATION**

I, the official named below, hereby swear that I am duly authorized legally to bind the agency to the above described certification. I am full aware that this certification, executed on the date and in the county below, is made under penalty of perjury under the laws of the State of California.

Official's Name: \_\_\_\_\_

Date Executed: \_\_\_\_\_ Executed in County of: \_\_\_\_\_

Signature: \_\_\_\_\_

Title: \_\_\_\_\_

Federal I.D. Number: \_\_\_\_\_

**ATTACHMENT E - LOBBYING CERTIFICATION**

**FEDERAL CERTIFICATION REGARDING LOBBYING  
CERTIFICATION FOR CONTRACTS, GRANTS, LOANS AND COOPERATIVE AGREEMENTS**

The undersigned certifies, to the best of his or her knowledge and belief that:

1. No Federal appropriated funds have been paid or will be paid, by or on behalf of the undersigned, to any persons for influencing or attempting to influence an officer or employee of an agency, a Member of Congress, an officer or employee of Congress, or an employee of a Member of Congress in connection with the awarding of any Federal contract, the making of any Federal grant, the making of any Federal loan, the entering into of any cooperative agreement, and the extension, continuation, renewal amendment, or modification of any Federal contract, grant, loan, or cooperative agreement.
2. If any funds other than Federal appropriated funds have been paid or will be paid to any person for influencing or attempting to influence an officer or employee of any agency, Member of Congress, an officer or employee of Congress, or an employee of a member of Congress, in connection with this Federal contract, grant, loan, or cooperative agreement, the undersigned shall complete and submit Standard Form-LLL, "Disclosure Form to Report Lobbying," in accordance with its instructions.
3. All sub-recipients of subcontracts, sub-grants, and contracts under grants, loans, cooperative agreements shall certify and disclose accordingly.

This certification is a material representation of fact, upon which reliance was placed when this transaction was made or entered into. Submission of this certification is prerequisite for making or entering into this transaction imposed by Section, 1352, U.S. Code. Any person who fails to file the required certification shall be subject to a civil penalty for not less than \$10,000 and not more than \$100,000 for each such failure.

\_\_\_\_\_  
Name and Title of Authorized Signatory

\_\_\_\_\_  
Title

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

**ATTACHMENT E - Cont'd**  
**LOBBYING CERTIFICATION, SF-LLL INSTRUCTIONS**

**INSTRUCTIONS FOR COMPLETION OF SF-LLL DISCLOSURE OF LOBBY ACTIVITIES**

This disclosure form shall be completed by the reporting entity, whether sub-grantee or prime Federal recipient, at the initiation or receipt of a covered Federal action, or a material change to a previous filing, pursuant to title 31 U.S.C. Section 1352. The filing of a form is required for each payment or agreement to make payment to any lobbying entity for influencing or attempting to influence an officer or a Member of Congress in connection with a covered Federal action. Use the SF-LLL-A Continuation Sheet for additional information if the space on the form is inadequate. Complete all terms that apply for both the initial filing and material change reports. Refer to the implementing guidance published by the Office of Management and Budget for additional information.

1. Identify the type of covered Federal action for which lobbying activity is and/or has been secured to influence the outcome of a covered Federal action.
2. Identify the status of the covered Federal action.
3. Identify the appropriate classification of this report. If this is a follow-up report caused by a material change to the information previously reported, enter the year and quarter in which the change occurred. Enter the date of the last previously submitted report by this reporting entity for this covered Federal action.
4. Enter the full name, address, city, state, and zip code of the reporting entity. Include Congressional District, if known. Check the appropriate classification of the reporting entity that designates if it is, or expects to be, a prime or sub-award recipient. Identify the tier of the sub-awardee, e.g., the first sub-awardee of the prime is the 1<sup>st</sup> tier. Sub-awards include but are not limited to subcontracts, sub-grants, and contract awards under grants.
5. If the organization filing the report in item 4 check "sub-awardee," then enter the full name, address, city, state, and zip code of the prime Federal recipient. Include Congressional District, if known.
6. Enter the name of the Federal agency making the award or loan commitment. Include at least one organizational level below agency name if known. For example, Department of Transportation, United States Coast Guard.
7. Enter the Federal program name or description for the covered Federal action (item 3). If known, enter the full Catalog of Federal Domestic Assistance (CFDA) number of grants, cooperative agreements, loans and loan commitment.
8. Enter the most appropriate Federal identifying number available for the Federal action identified in item 3 (e.g., Request for Proposal (RFP) number, Invitation for Bid (IFB) number, grant announcement number, the contract, grant, or loan award number, the application/proposal control number assigned by the Federal agency). Include prefixes, e.g., "RFD-DE-90-001."

**ATTACHMENT E - LOBBYING CERTIFICATION – Cont'd**

**LOBBYING CERTIFICATION, SF-LLL INSTRUCTIONS  
INSTRUCTIONS FOR COMPLETION OF SF-LLL DISCLOSURE OF LOBBY ACTIVITIES**

9. For a covered Federal action where there has been an award or loan commitment by the Federal agency, enter the Federal amount of the award/loan commitment for the prime entity identified in item 4 or 5.
10. (a) Enter the full name, address, city, state, and zip code of the lobbying entity engaged by the reporting entity identified in item 4 to influence the covered Federal action. (b) Enter the full names of the individual(s) performing services, and include full address if different from 10 (a). Enter last name, first name, and middle initial (MI).
11. Enter the amount of compensation paid or reasonably expected to be paid by the reporting entity (item 4) to the lobbying entity (item 10). Indicate whether the payment has been made (actual) or will be made (planned). Check all boxes that apply. If this is a material change report, enter the cumulative amount of payment made or planned to be made.
12. Check the appropriate box(es). Check all boxes that apply. If other, specify nature.
13. Check the appropriate box(es). Check all boxes that apply. If other, specify nature.
14. Provide a specific and detail description of the services that the lobbyist has performed, or will be expected to perform, and the date (s) of any services rendered. Include all preparatory and related activity, not just time spent in actual contact with Federal officials. Identify the Federal official(s) or employee(s) contacted or the officer(s), employee(s), or Member(s) of Congress that were contacted.
15. Check whether or not a SF-LLL-A Continuation Sheet(s) is attached.
16. The certifying official shall sign and date the form and print his/her name, title, and telephone number.

**ATTACHMENT E - LOBBYING CERTIFICATION – Cont'd**  
**SF-LLL Form**

**DISCLOSURE OF LOBBYING ACTIVITIES**

Complete this form to disclose lobbying activities pursuant to 31 U.S.C. 1352

<b>1. Type of Federal Action</b> a. Contract b. Grant c. cooperative agreement d. loan e. loan guarantee f. loan insurance	<b>2. Status of Federal Action</b> a. bid/offer/application b. initial award c. post-award	<b>3. Report Type:</b> a. initial filing b. material change <b>For Material Change Only:</b> Year _____ quarter _____ Date of last report _____
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<b>4. Name and Address of Reporting Entity:</b> <b>Prime</b> _____ <b>Subawardee</b> _____ <b>Tier</b> _____, <i>if known:</i>  Congressional District, <i>if known:</i> _____	<b>5. If Reporting Entity in No. 4 is a Subawardee, Enter Name and Address of Prime:</b>   Congressional District, <i>if known:</i> _____
<b>6. Federal Department/Agency</b>   	<b>7. Federal Program Name/Description:</b>   CFDA Number, <i>if applicable:</i> _____
<b>8. Federal Action Number, if known:</b> _____	<b>9. Award Amount, if known:</b> \$ _____
<b>10 a. Name and Address of Lobbying Entity</b> (if individual, last name, first name, MI): _____	<b>10b. Individual Performing Services</b> (include address if different from No. 10a.) (last name, first name, MI): _____
(Attach Continuation Sheet(s) SF-LLL-A, if necessary)	

**ATTACHMENT E - LOBBYING CERTIFICATION – Cont'd**  
**SF-LLL Form**

**DISCLOSURE OF LOBBYING ACTIVITIES**

Complete this form to disclose lobbying activities pursuant to 31 U.S.C. 1352

<b>11. Amount of Payment</b> (check all that apply): \$                      actual                      \$                      planned	<b>13. Type of Payment</b> (check all that apply): a. Retainer b. one-time fee  c. commission d. contingent fee e. deferred other; specify: _____
<b>12. Form of Payment</b> (check all that apply): a. cash b. in-kind; specify: nature _____ value	
<b>14. Brief Description of Services Performed</b> or to be Performed and date(s) of Service, including Officer(s), Employee(s) or Member(s) contacted, for Payment indicated in Item 11:  (Attach Continuation Sheet(s) SF-LLL-A, if necessary)	
<b>15. Continuation Sheet(s) SF-LLL-A attached:</b>	
16. Information requested through this form is authorized by Title 31 U.S.C. Section 1352. This disclosure of lobbying activities is a material representation of fact upon which reliance was placed by the tier above when this transaction was made or entered into. This disclosure is required pursuant to 31 U.S.C. 1352. This information will be reported to the Congress semi-annually and will be available for public inspection. Any person who fails to file the required disclosure shall be subject to a civil penalty of not less than \$10,000 and not more than \$100,000 for each such failure.	<div style="text-align: right;"><b>Yes</b></div> <div style="text-align: right;"><b>No</b></div>
	Signature: _____  Print Name: _____  Title: _____  Telephone No.: _(____)_____



## ATTACHMENT F - WORKFORCE INVESTMENT AREA MAP

